

Message Text

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PAGE 01 LONDON 11650 211725Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W
-----013308 221227Z /41
R 211712Z JUL 78
FM AMEMBASSY LONDON
TO SECSTATE WASHDC 8428

UNCLAS LONDON 11650

PLEASE PASS USDOC WASHDC - ATTN: MR. MARVIN BELDEN

E.O. 11652: N/A
TAGS: BEXP, UK
SUBJECT: FY 1978 CCP QUARTERLY REPORT

REF: A. LONDON 1276; B. LONDON 935

1. EMBASSY FULLY ACHIEVED ALL CCP 2ND AND 3RD QUARTER
GOALS WITH EXCEPTIONS NOTED BELOW:

2. DURING THE REPORTING PERIOD THE EMBASSY HAS BEEN
FULLY OCCUPIED IN COMPLETING ARRANGEMENTS FOR THE PHASE-
OUT, AT THE CLOSE OF FY-78, OF THE TRADE CENTER AND THE
START UP OF THE NEW INTERNATIONAL MARKETING CENTER TO BE
LOCATED IN THE CHANCERY. A DIVERSION OF RESOURCES TO
IMPROVE COMMERCAIL LIBRARY SERVICES WAS NOT FULLY
ENVISAGED IN THE 78 CCP, NOR WAS THE INSTALLATION ON
TRIAL BASIS OF THE VSMF. ANNOUNCEMENTS THAT THE VSMF WAS
AVAILABLE FOR THE PUBLIC WERE PLACED IN 75 LEADING
PERIODICALS AND WAS CIRCULATED TO 3,000 KEY PROSPECTS.
THIS PUBLICITY HAS RESULTED IN A GREATER UTILIZATION OF
ALL COMMERCIAL LIBRARY RESOURCES.

3. OUR TELEPHONE AND TELEX ANSWERING SERVICES HAVE ALSO
BEEN GREATLY IMPROVED AND WE HAVE RECEIVED HIGH PRAISE
FOR THIS EFFORT BOTH WITHIN AND OUTSIDE OF THE EMBASSY.
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4. ACTIVITY 3 - NEAR EAST PROGRAMS:
EMBASSY EFFORTS TO INCREASE CONTACTS BETWEEN U.S. SUB-
CONTRACTORS AND U.K. CONSULTING ENGINEERS HAD BEEN HIGHLY
SUCCESSFUL. U.S. FIRMS TO BENEFIT FROM OUR CONTACTS
INCLUDE:

WALLACE INTERNATIONAL, AMERICAN HOIST & DERRICK, HOLIDAY INN, MCMULLIN, TENNECO, U.S. STEEL AND MANY OTHERS. WE HAVE ESTABLISHED CLOSE LIAISON WITH CAGNE, WHOSE EFFORTS HAVE BEEN OF GREAT VALUE TO US IN IMPLEMENTING THIS ACTIVITY.

5. CAMPAIGN ONE - PLANT MODERNIZATION AND SPECIALISED METAL - WORK EQUIPMENT: /
CATALOG SHOW IN MACHPRO WAS NOT CARRIED OUT. THIS ACTION HAD BEEN PLANNED PRIOR TO THE INSTALLATION OF THE VSMF. VSMF EXPOSURE AT 3 LTC SHOWS HAS HELPED US TO REACH A LARGER END-USER UNIVERSE THAN WOULD HAVE BEEN POSSIBLE THROUGH MACHPRO.

6. ACTIVITY SEVEN - OFFSHORE OIL AND GAS:
OFFSHORE - RELATED RECEPTION AT THE EMBASSY. THE EMBASSY ASSISTED A LOCAL ORGANIZATION, THE OFFSHORE CENTER, TO PREPARE A RECEPTION FOR OFFSHORE INDUSTRY REPRESENTATIVES. THE RECEPTION, ORIGINALLY TO BE HELD IN THE EMBASSY, WAS HELD ELSEWHERE WITH ATTENDANCE BY EMBASSY OFFICERS.

7. EMBASSY HAS ALSO GEARED UP FOR A TOTALLY REVISED AND GREATLY IMPROVED COMMERCIAL NEWSLETTER ORIENTED TOWARDS ACTIVITIES OF THE NEW IMC, WITH FIRST ISSUE SCHEDULED FOR NOVEMBER 1978. EMBASSY STAFF HAS CONCENTRATED IN UNCLASSIFIED

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THE LAST QUARTER ON THE SUBMISSION OF TRADE AND LICENSING OPPORTUNITIES IN SELECTED CATEGORIES WHEN USDOC HAS SUBSCRIBER CONCENTRATION.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 21 jul 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978LONDON11650
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780302-0022
Format: TEL
From: LONDON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780734/aaaabclg.tel
Line Count: 98
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: adec146f-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 LONDON 1276, 78 LONDON 935
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1928055
Secure: OPEN
Status: NATIVE
Subject: FY 1978 CCP QUARTERLY REPORT
TAGS: BEXP, UK
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/adec146f-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014